

FOR BLUSH NORMAN

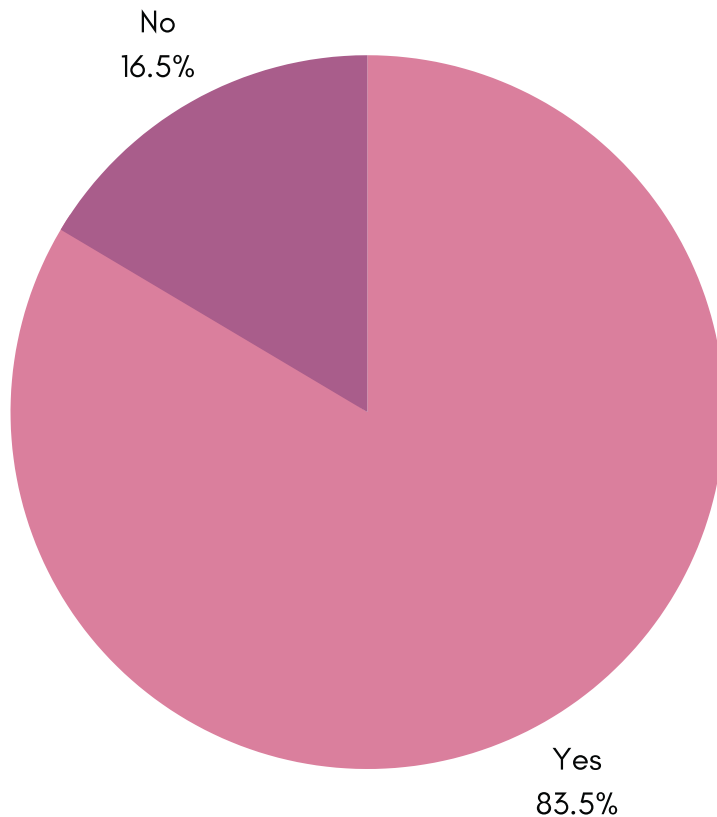
# Influencer Pitch Deck

A Presentation by Kayla McCullough

# First: Why use influencers?

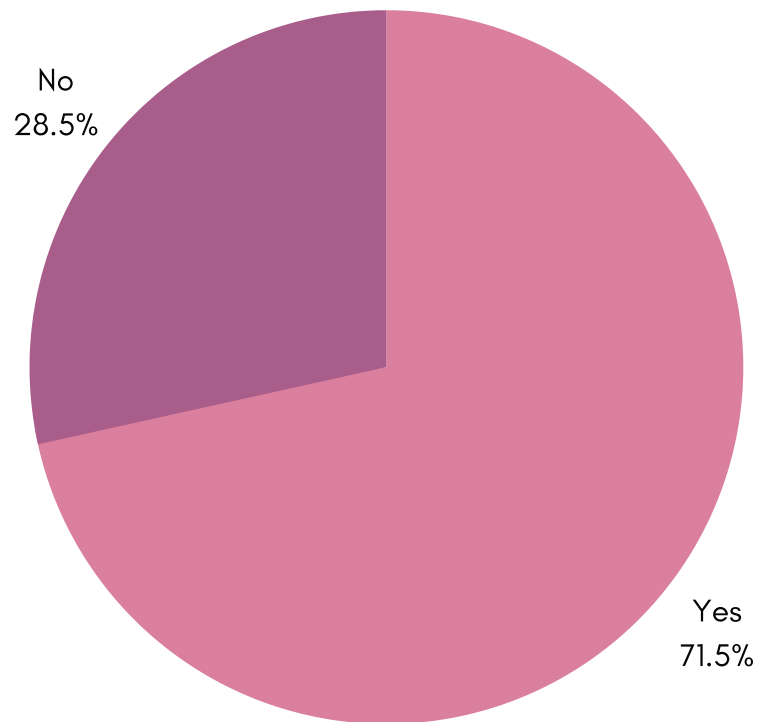
Because I've got the research to back it up.

# Why use influencers?



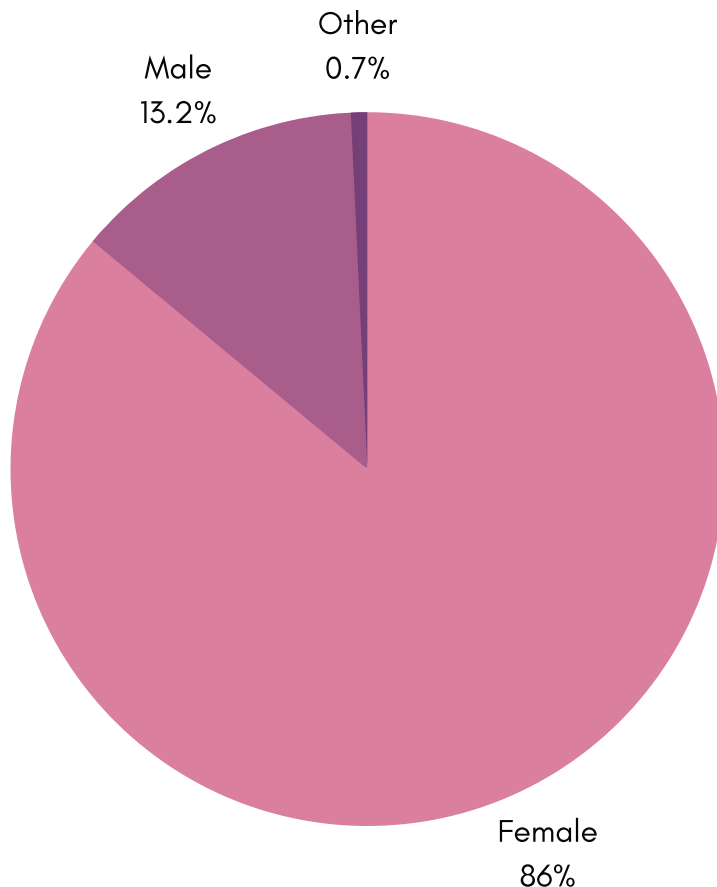
When asked if they follow at least one influencer on social media, **83.5%** of your current or potential customers said **yes!**

# Why use influencers?



When asked if they had previously bought something an influencer had recommended to them, **71.53%** of your current or potential customers said **yes!**

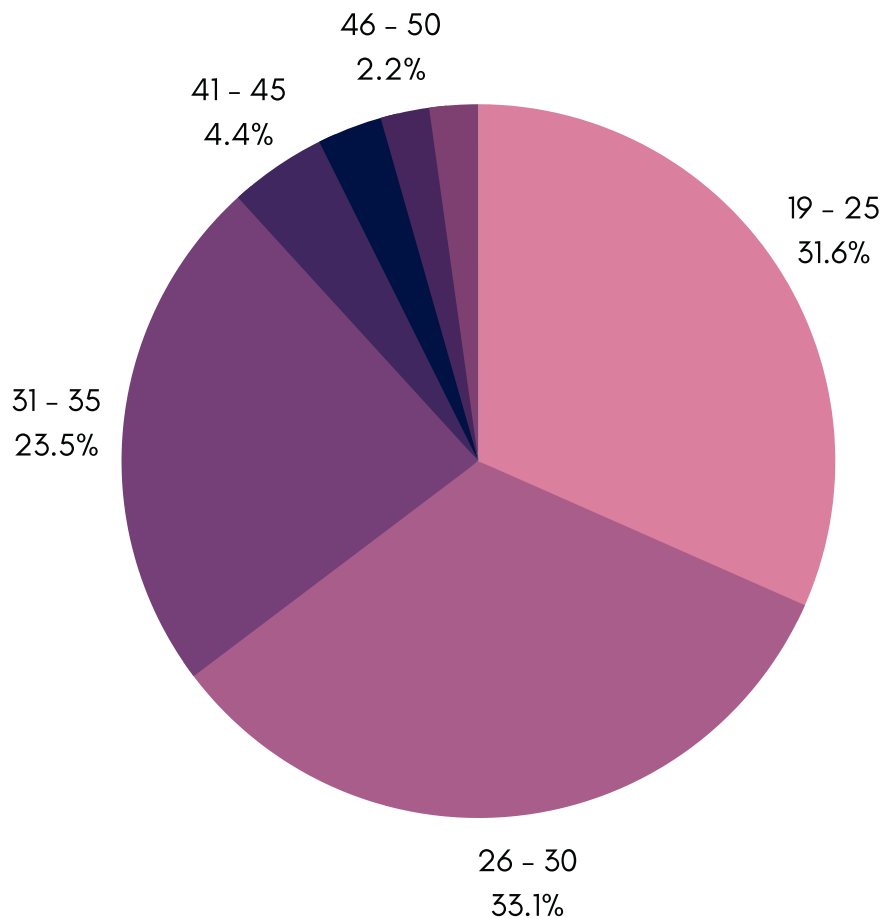
# Why use influencers?



When asked to think about the gender of their favorite social media influencer, **86.03%** said their favorite influencer was **female**.

This aligns almost perfectly with your target audience, which is **primarily women**.

# Why use influencers?



When asked to think about the age of their favorite social media influencer, **88.2%** said their favorite influencer was **between the ages of 19 and 35**.

This aligns almost perfectly with your target audience, which is **between the ages of 18 and 35**.

# Meet the Influencers

Who I've got my eye on to be the face of the campaign.

# Ava Moon

**@AVA.MOON**  
*COLLEGE*

## **Follower Count**

16,300

## **Engagement Rate**

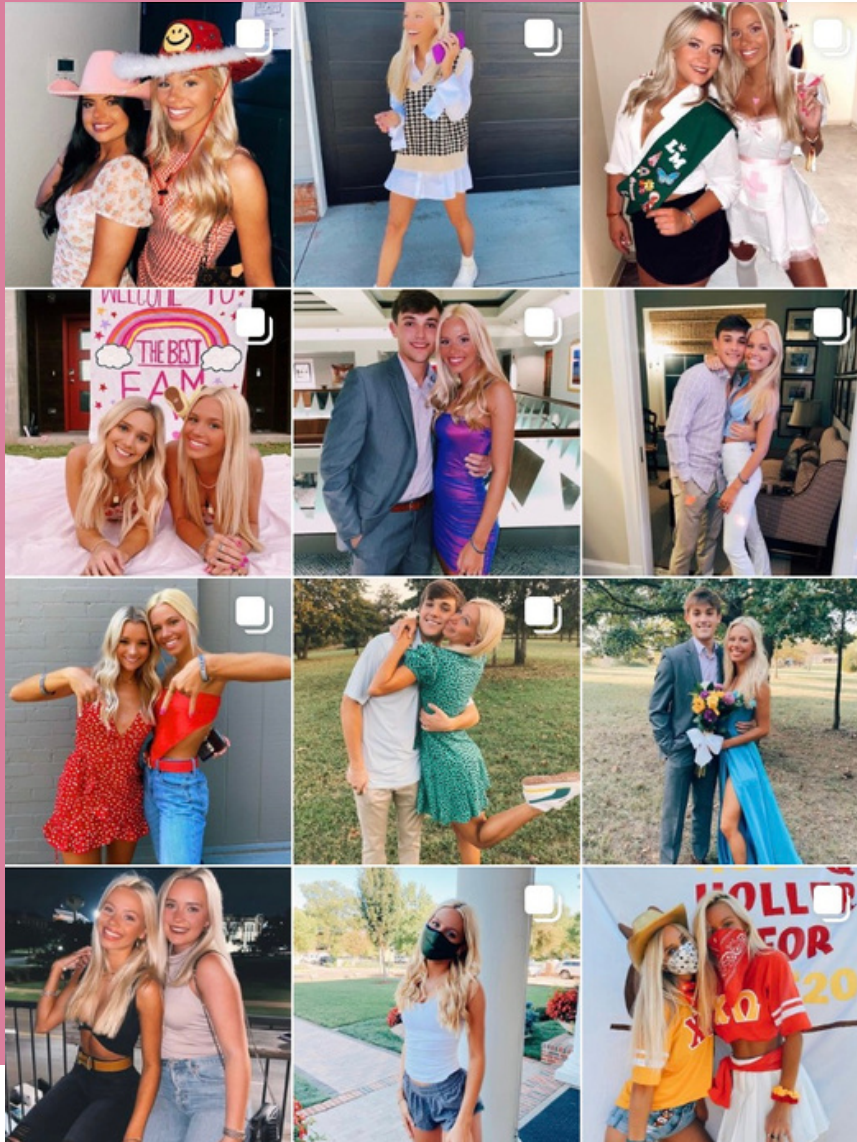
21.63%

## **Affiliation**

Campus







## ABOUT AVA

Ava Moon is an OU student and local influencer. She is a member of Chi Omega and has participated in brand partnerships before.

## AVA IN 3 WORDS

- Bright
- Bubbly
- Colorful

# Britney Costello

**@BRITNEYCOSTELLO**  
*FASHION*

## **Follower Count**

1,800

## **Engagement Rate**

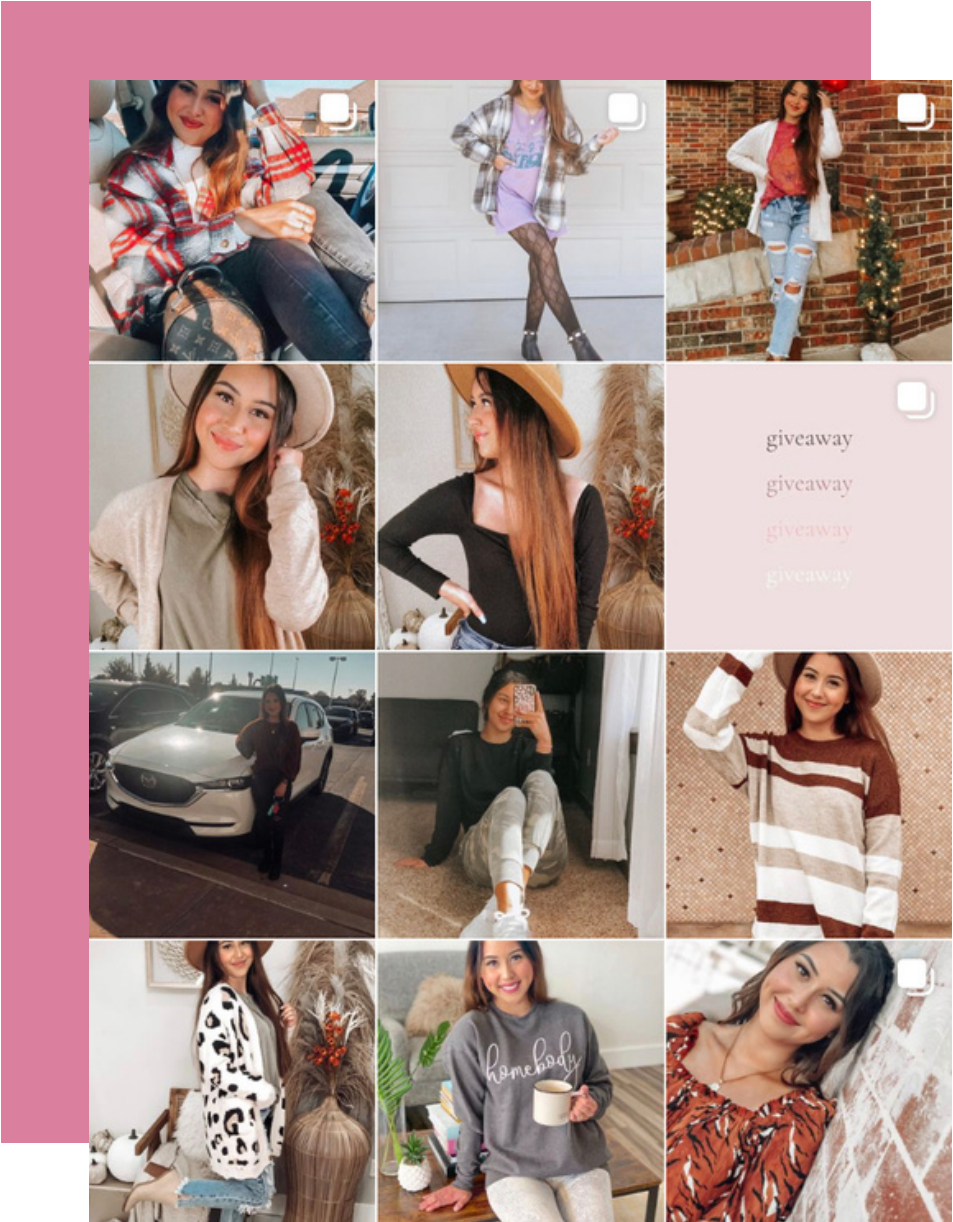
10.37%

## **Affiliation**

Local







## ABOUT BRITNEY

Britney Costello is an up-and-coming Norman influencer with affiliate marketing experience through the LIKEtoKNOW.it platform.

## BRITNEY IN 3 WORDS

- Down-To-Earth
- Genuine
- Likable

# Brooke Bateman

@BBATE\_  
COLLEGE

## Follower Count

2,100

## Engagement Rate

26.93%

## Affiliation

Campus







## ABOUT BROOKE

Brooke Bateman is an OU sophomore and member of Tri Delta. Her content focuses on college life and campus fashion.

## BROOKE IN 3 WORDS

- Approachable
- Authentic
- Friendly

# Kassidy / Berkley

**@STYLESFORAGES**  
*FASHION*

## **Follower Count**

7,200

## **Engagement Rate**

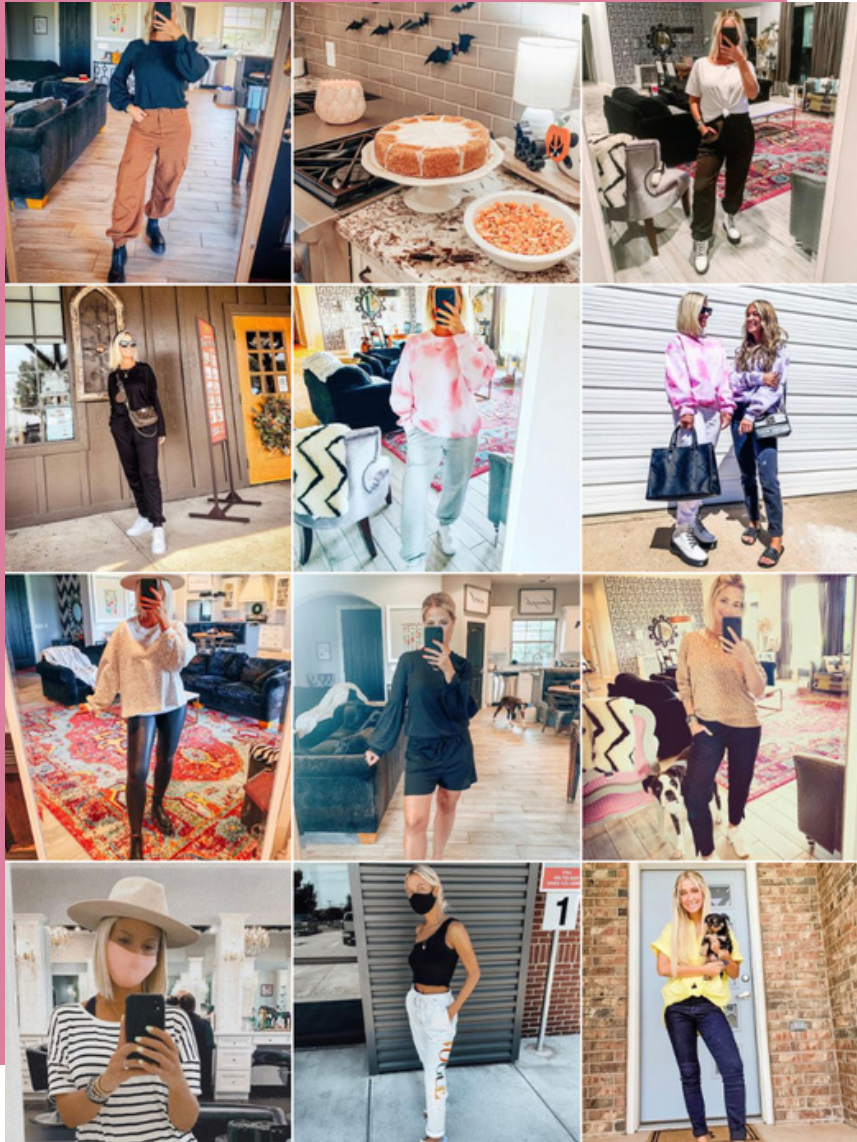
5.48%

## **Affiliation**

Local







## ABOUT KASSIDY AND BERKLEY

Kassidy and Berkley are an aunt/niece duo who love affordable, everyday fashion. They regularly share style finds on their joint Instagram account.

## KASSIDY AND BERKLEY IN 3 WORDS

- Casual
- Inclusive
- Realistic

# Laura Nance

**@STYLEDBYLAURANANCE**  
*FASHION*

## **Follower Count**

2,100

## **Engagement Rate**

2.55%

## **Affiliation**

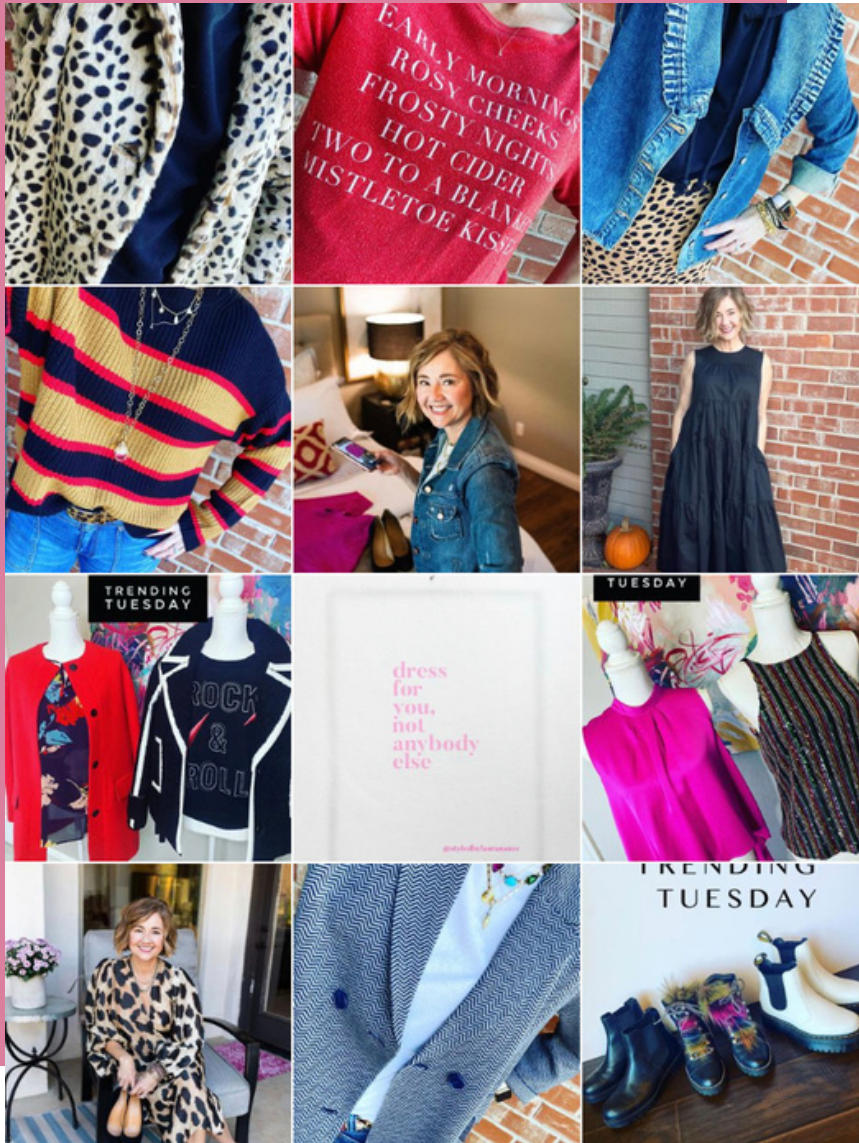
Local

## **Blog**

[lauranance.com](http://lauranance.com)







## ABOUT LAURA

Laura Nance is a stylist on a mission to show women how to style the clothing that's already in their wardrobe. Her content is tailored towards professionals and moms.

## LAURA IN 3 WORDS

- Fresh
- Insightful
- Professional

# Rubie B.

**@RUBIETUESDAYS BLOG**

*LIFESTYLE*

## **Follower Count**

3,300

## **Engagement Rate**

9.02%

## **Affiliation**

Local

## **Blog**

[rubietuesdays.com](http://rubietuesdays.com)







## ABOUT RUBIE

Rubie B. is a color and lifestyle blogger who lives for positivity and puns. Rubie's blog is her side hustle, with her main gig being a teacher in OKC.

## RUBIE IN 3 WORDS

- Creative
- Joyful
- Uplifting

# Alternate Influencers



Annie Rose

@ANNIEROSE\_00, *College*

Followers: 4,000

Engagement Rate: 17.03%



Cayley Del Monte

@CAYLEYDELMONTE, *College*

Followers: 7,000

Engagement Rate: 19.52%



Josephine Osentowski

@JOZIOSENTOWSKI, *College*

Followers: 6,600

Engagement Rate: 13.44%

# Alternate Influencers



Kenzie Dean

@\_KENZIEDEAN, *Lifestyle*

Followers: 4,400

Engagement Rate: 13.33%



Nicole Antoinette

@OKIENICOLE, *Fashion*

Followers: 3,300

Engagement Rate: 1.98%



Nicole Holt

@NICOLE\_DAWNHOLT, *Fashion*

Followers: 3,900

Engagement Rate: 10.70%

# Coming Up Next...

NEXT STEPS IN THE CAMPAIGN



## **Step One**

Approve Influencers



## **Step Two**

Contact Influencers



## **Step Three**

Choose Gifted Product